

City of Minneapolis 2016 Resident Survey



What is the Resident Survey?

- The Resident Survey is an engagement opportunity to measure resident opinions, perceptions, expectations, participation, priorities and satisfaction regarding city government services and progress toward achieving the City Goals.
- The Survey has been done approximately every two years since 2001 with the last survey conducted in 2012.
- Previous surveys were conducted by phone with a lengthy interview timeframe of 40 minutes which is no longer reliable.
- This survey will produce statistically representative data about Minneapolis residents at the City and community planning district levels.

What is happening?

- The City has contracted with Wilder Research to conduct the Resident Survey for years 2016 and 2018.
- NCR is working with Wilder Research to restructure the survey to be more purposeful in its design, in order to:
 - Have greater impact on City programs and services;
 - Directly connect to City Department's business plans;
 - Provide information to guide department decision making;
 - Align with the City's Community Indicator goals; and
 - Provide tools for Council decision-making.
- This survey will build on and measure trends gathered by previous surveys conducted by the City, most recently in 2013.

Methods for survey administration:

- The data collection approach is a mail push-to-web approach:
 - 1) We will **first send a post card** with a link to the online survey inviting residents to participate
 - 2) **Three weeks later we will send an additional post card** inviting those that have not yet responded to the survey
 - 3) **Three weeks after the second mailing, we will send a paper survey packet** to those residents that have not yet responded to the survey
- The final push of outreach to selected cultural and geographic communities will be geared towards increased participation among underrepresented groups—**we will conduct door knocking in these areas for residents who have not yet responded to the survey.**
- Whenever possible, the race/ethnicity and language of the Wilder representative will be matched with the respondent by using surname and geographic area.

Questions for Department Heads (agenda):

In general, **we feel we have a good core survey that addresses most of the City's strategic goals, but we also want to also be sure each City department has an opportunity to weigh in on the survey questions** we are asking. **We have an overall goal of survey administration time at 15 minutes or less.** We are approaching that length now, so **space is limited to add many questions.** With that in mind, here are some criteria the City departments can use to evaluate existing questions and add others if needed:

Thinking about how your department would use the question, please make the following suggestions:

- 1) **Suggest questions to delete** if you don't think you'll need or use the data
- 2) **Suggest modifications to existing questions** that you think could be made more useful for your department
- 3) **Suggest adding a new question – if you add anything we ask that you suggest at least an equal number of items of deletion since we do not have much room to add and still keep the survey a reasonable length**

The Neighborhood and Community Relations and Planning departments will work with Wilder Research to finalize the survey based on the input from all departments.

Timeline

See below for a proposed timeline and deliverables:

Date	Task	Deliverables
June-December 2015	1. Finalize work plan, survey instrument and related materials, and sampling approach	<ul style="list-style-type: none">Final project work plan—including documentation of sampling approach, and final survey instrument and related study materials
April-July 2016 & 2018	2. Survey administration	<ul style="list-style-type: none">Pre-test report—including recommendations for changes to survey instrument or methodology, if any; andFinal sample list with disposition codes assigned to each case; plusSummary data collection/disposition report
April-July 2016 & 2018	2a. Additional outreach to underrepresented communities	<ul style="list-style-type: none">Final outreach planUpdated sample list with outreach disposition codes assigned to each caseSummary outreach data collection/ disposition report
July-August 2016 & 2018	3. Data entry, weighting, and analysis	<ul style="list-style-type: none">Data analysis plan and survey data (raw de-identified, frequencies, and/or cross-tabs, as requested)
September 2016 & 2018	4. Report and presentations – using the results to take action	<ul style="list-style-type: none">Data book, methodology report, research report, executive summary/fact sheet, infographic, other documents to meet the City's needs

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